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WORK EXPERIENCE

BoomTV

Mar. 2023 - Present

Animation Director & Senior Motion Designer

Remote

BoomTV directs marketing campaigns for partners across the gaming industry, providing creative direction and marketing expertise.

- Utilize 3D animation, compositing, and video editing to develop animated video trailers and multi-platform marketing campaigns, aligning with client goals through all stages of production for partners including Microsoft, Intel, and Epic Games.
- Drove over 80 million video views across digital campaigns for partners through animated trailers on platforms including YouTube, Twitter/X, and TikTok.
- Personally developed and executed a post-production pipeline for each project using DaVinci Resolve, Adobe Creative Suite, and a diverse range of creative tools, crafting high-quality visuals that adapt to project needs in a fast-paced production environment.
- Develop motion graphics and video assets for virtual and live events, managing video production, overseeing broadcast execution, and editing and formatting post-event deliverables, while maintaining the highest levels of quality control across all projects.
- Launched an initiative for aspiring gaming industry professionals through the American Video Game League, mentoring 30 high school students through practical lessons in video marketing, event operations, and career development.

UFC

Nov 2018 - Mar. 2023

Video Editor & Motion Designer, UFC Originals

Las Vegas, NV

The UFC is the world's leading MMA organization, generating \$1B+ in annual revenue through groundbreaking sports entertainment.

- Oversaw post-production of event trailers and motion graphics across promotional campaigns for UFC's global audience of over 650M, driving record-breaking viewership to marquee events.
- Coordinated post-production for Emmy-nominated TV programs and web series, overseeing archive pulls, master edits, motion graphics, color correction, and sound design for medium and long-form programs.
- Shaped compelling narrative stories about UFC athletes for global promotional campaigns, ensuring storytelling aligned with audience engagement strategies and brand messaging across platforms including social media, broadcast, and web.

Impact Gaming

Apr. 2018 - Nov 2018

Video Production Manager

Las Vegas, NV

Impact Gaming competed in the Vegas-based H1Z1 Pro League scene as an emerging esports organization producing high quality videos.

- Produced professional portrait and event photography and videography for company marketing, maintaining high quality consistency across visual assets. Managed client feedback and revisions to deliver polished final products.
- Developed content strategies that positioned Impact Gaming as a leading content creator in the H1Z1 Pro League, driving a 40% increase in the organization's social media following and boosting overall fan engagement.

KNDU-TV

Jun. 2016 - Apr. 2018

Creative Services Director & Technical Media Producer

Kennewick, WA

KNDU-TV serves the Eastern Washington Tri-Cities and Yakima regions, delivering high-quality news broadcasts to 230,000+ households.

- Led creative services department, responsible for capturing and editing video and still images with professional equipment, coordinating with regional offices, and producing animated graphics and motion design elements.
- Directed and produced an original sports documentary series, enhancing the station's reputation for delivering compelling, high-quality sports content and receiving positive feedback from local media outlets for compelling video production work. Ensured accessibility best practices were followed in video production to meet diverse audience needs.
- Coordinated launch of a new Spanish-language newscast for Telemundo, expanding the station's reach to a new demographic.

EDUCATION

Eastern Washington University

2014 - 2016

Bachelor of Arts in Film

Cheney, WA

- Dean's List; Received scholarships for achievement in documentary and narrative film; awarded Most Promising Director.

SKILLS & INTERESTS

- **Skills:** 2D & 3D Animation; Animation Direction; Videography; Photography; Cinematography & Lighting; Graphic Design; Motion Design; Project Management; Art Direction; Video Editing; Copywriting; Marketing Campaign Direction; Media Strategy; VFX & Compositing; Adobe Photoshop; InDesign; Illustrator; After Effects; Premiere Pro; DaVinci Resolve; Unreal Engine; Blender; Cinema 4D; Archive Management
- **Interests:** Building PCs (3 so far!); Learning programming; Writing & Filmmaking; Hiking; Shooting & Developing Film Photography